



Arlington Commission for Arts & Culture

Date: December 2, 2021

Time: 7:00-8:30PM

Location: Zoom

Minutes

Attending: Adria Arch, Steve Poltorzycki, Cristin Canterbury Bagnall, Stewart Ikeda, Lidia Kenig-Scher, Beth Locke, Andrea Nicolay, Stephanie Marlin-Curiel, Nick Castellano, Sarah Morgan-Wu

Absent: Tom Davison

Guests: Cecily Miller, Terry Holt, Janet Oberto

Meeting called to order at 7:05pm

1) ROLL CALL AND RULES OF REMOTE MEETINGS CONDUCTED DURING COVID-19

2) APPROVAL OF NOVEMBER MINUTES

- Approved unanimously by all who attended the last meeting with Lidia's edits already submitted.

3) COMMUNITY ENGAGEMENT UPDATE

- An update was circulated in advance, but the major topic of discussion was recruiting committee members. On January 31st at 7:30pm on Zoom, that Community Engagement meeting will be devoted to welcoming and orienting new volunteers. Specificity about the needs that volunteers can fill is an important strategy. A clear menu of volunteer opportunities has been created. We will be presenting different scales of volunteering so we can meet people where they are.
- Grants Committee is recruiting as well, so a grants committee member can also be there.
- Laurie Bogden is drafting some invite language and will circulate to the larger group.
- On December 11, 3:30-4:30pm a master oud player, Basil Said will be performing as part of the holiday stroll in the Heights. The concert will be hosted by RepHairations. 10 signs are up in the windows of RepHairations. They say, "I Celebrate my Blackness By..."

4) FUNDRAISING UPDATE

- There was a call and will be another call for donations in the late November and early December newsletters.
- There will be another appeal letter this year.
- Adria wants to take a step back from coordinating Chairful.
- We are looking at ways to make use of a database to track donors, participants, artists, etc.
- We have raised 75% of the funds we projected raising and spent about 50% of the funds we expected to spend. Many of the funds raised are due to Cecily's success in getting grants. Now we face the heavy lift of gaining individual and business donations.
- Sarah volunteered to help with connecting to businesses.

5) CULTURAL DISTRICT UPDATE

- The Loop Lab has completed the final segments of the self-guided tour and the tour map.
- There is a google map that you can click on to hear the audio clips.
- We are looking for platforms to launch it from like Spotify or Google Play or wherever you launch podcasts

- The Chamber will be applying for another tourism grant so send Beth ideas that can be included in the grant. The audio tour will be a part of that.
- After the soft launch on the platforms, the Managing Partnership will plan a launch and live tour. Perhaps a brass band could lead people from stop to stop.

5) **STRATEGIC DISCUSSION: How can we increase diversity in our volunteers and commission members**

- Adria's Commissioner post will need to be filled
- A reminder to look at the strategic plan and the core values as we think about rounding out the Commission's membership and recruiting for volunteer members.
- We can start with participants in Chanel's project. We are still building our relationships with them. The project is still at the beginning.
- We are looking for more community engagement opportunities
- Think about the Grants Committee pool.
- Would like to attract someone who has a community presence but not necessarily from the arts, like a business person.
- Maybe a real estate person
- Without Adria, we will be missing the artist's vision and spark and contacts from the field. What does arts and culture do that other organizations don't. We need to be able to offer that spark of imagination. Adria has been able to convince all sorts of people to support and appreciate the arts.
- We need someone with connections outside of town and with regional or State level contacts, and contacts in Greater Boston arts circles. This connects to our sustainability goal and enable us to go after larger funding sources or participate in broader projects, like Art Week.
- Someone involved in non-traditional art forms
- In answer to the question of how inauthentic this process is getting when we talk about recruiting diverse people: should we go organically through people we know, or try to reach beyond our circles. Some suggested it could be a long-term goal, but others talked about being very intentional about who we are reaching out to with an understanding of the importance of diversity to our work.
- Maybe we should look at artforms that are done primarily by people of color.
- Make some direct calls to the ICA or other organizations who may know artists
- Relationships and trust is important. We need to build those relationships comprehensively through marketing, outreach, etc.
- The personal ask is very effective
- Should we talk with Adrian Gill?
- There is value in having people who don't necessarily live in town. They only need to work here.
- We should include a wording of our core value on diversity right in the flyer and include a line that people of all backgrounds are welcome to apply
- Include testimonials from all the Commissioners about the value of working with the Commission

6) **NEW BUSINESS**

- It is Adria's last meeting as a Commissioner. Huge thanks to Adria for all her hard work that has helped get the Commission to where it is today.
- The holiday store at the Roasted Granola has been a great success. We have been collaborating at the neighborhood level. The window painting will be happening. The Holiday Stroll in the Heights will be the place to be this Saturday.
- Last goodbyes to Adria! (Who will still be serving on the Community Engagement Committee).

Meeting adjourned 8:43 pm

Respectfully submitted by Stephanie Marlin-Curiel

Next meeting: January 6, 7pm